

city college news

VP Pam Royl going to pot after boosting enrolment

Pam Royl, Vice President of Strategic Positioning, is leaving the College after three rewarding years of increasing enrolment, spearheading successful marketing campaigns and contributing to the overall growth and advancement of the College.

Though she has enjoyed her tenure at George Brown, Pam feels it is time to move on.

"I've had, for many years, my own consulting company and I really wanted to get back to that," she said. "I am also very passionate about ceramics and I want to look at the opportunity to open up my studio again."

After 25 years in advertising and marketing, Pam looked to George Brown College for a challenging and rewarding outlet to plug in her experience. One of the jobs she was given to do: increase this fall's full-time student enrolment to 12,000 from 9,000 in 2001.

Some doubted it could be

done but a huge College-wide effort resulted in a mission accomplished, she said.

"If we focus and we decide that we're really going to do something, we can do it," she said. "I think everybody should be really happy about that."

But when Pam looks back at her time here, what she will remember the most are not necessarily the numbers but the people – both the students and her colleagues in every department of the College.

"They're just amazing people in what they do," she said. "Many of them are unsung heroes of this place."

As she moves in her new direction, she leaves behind these words of wisdom: "View the glass as half-full instead of half-empty, celebrate success and instead of focusing on what we haven't done, focus on what we have done."

Pam has seen incredible change over the past few years that the College can be extremely proud of, she said.

"It's a place on the move and there's a lot to celebrate and a lot to feel great about... thank each other and support each other."

November 14 was Pam's last day at the College, and Ashley Konson, a marketing consultant, has begun to provide leadership and support on the college positioning and rebranding initiative.

George Brown wishes Pam all the best in her future endeavours and thanks her for



Sweatin' for a good cause

Students, decked out in their creative costumes, get into races and other aerobic activities at the 15th annual Halloween Aerobathon at Casa Loma campus on Oct. 30. About 150 students participated in the event that raises money for upgrades to the Athletics Department and the Fitness and Lifestyle Management program, said Deanna Oliver, event co-ordinator.

One-stop shop for student services

The City College is embarking on its own field of dreams with the *If You Build It, They Will Come* team that is busy building one-stop service centres for students.

Twenty-five dynamic individuals representing essential service divisions like the Registrar's Office, Student Affairs, Continuing Education, Accounts Receivable, Financial Aid, Facilities Management and the Student Association are working on the design of two such centres at St. James and Casa Loma campuses where they will work come next September.

This exciting initiative is only one way the Student Life Cycle project is gearing up for the revitalization of all systems and services that affect students and staff.

Kathy Baker, from Student Affairs, is an enthusiastic participant on this team and was flattered when asked to join the group.

"It's a wonderful opportunity and everyone works well together. Lots of people have the same idea about how the service centre should be and how it should look," she said. "It's a very positive experience."

One result of these one-stop shops will be open communication between departments. Information relayed to students will be current and their needs will be met in one place. Services will be convenient yet each student will still receive that personal touch – especially during peak periods.

Mark Grant, of Student Services, said many of the challenges and frustrations that students cope with will be eliminated.

"It will be convenient and the average time in line-ups will decrease," he said. "Students will be serviced in one area, and there will be multiple front-line staff during peak hours."

Apart from the obvious benefits to students, staff will also grow professionally and morale will increase as information systems become more accessible across the College.

"Everyone is working to put the puzzle together, we're moving with the times and we'll look like we belong in the neighbourhood," said Olga Dosis, from Disability Services.



Pam Royl is looking forward to getting back to one of her passions: making pots.

Marketing students get a real kick at the can

With hundreds of tourist attractions in our own backyard, Services Marketing professor, Barry Wallace decided that now would be a great time for his class to put their marketing know-how to work for some of the city's destinations hit hard by the repercussions of war, the SARS crisis and an economic slump.

The project Wallace has developed requires his students to create a one-year marketing plan for a specific attraction and the strongest assignments will be presented to the City of Toronto tourism office, giving them a chance to contribute to the working world before they've even graduated.

"This activity is a great opportunity for students to strengthen their marketing skills, while working with a local organization and helping to support the tourism industry in our city," said Wallace.

As a jumping off point, Wallace invited Susan Carter, Vice-President of Marketing

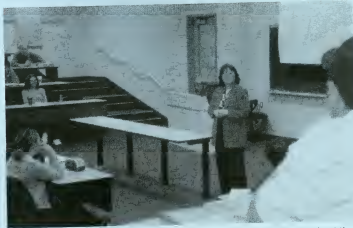
and Communications for Tourism Toronto, to present the students with a realistic take on Toronto's tourism industry.

During her hour-long talk, she touched on several issues including the role and purpose of Tourism Toronto, the effect that SARS had on the city, how that crisis was dealt with, some industry facts and figures and where tourism in Toronto stands now.

"What SARS did is basically de-brand the city," Carter explained. "(Now) we are trying to answer 'who are we?' and 'how do we re-brand ourselves?'"

And that is where the students come in with their ideas, plans and strategies that could contribute to the re-invention of Toronto's image. Carter believes that the students have the potential to bring something new and exciting to the table for many of these tourist destinations.

"We don't always have



Susan Carter, of Tourism Toronto, talks to services marketing students about the state of the city's tourism industry today.

all the answers," she said. "This gives (the destination) an opportunity to look at something with a fresh set of eyes."

But a project like this isn't just for the benefit of the industry.

"I think it's really good," said student Jacqui Mudrov of the assignment. "Not only do you get a credit for it but if the City implements it, you can put that on your resume or portfolio."

Wallace hopes the project will give his students valuable, hands-on experience and networking opportunities as well as give tourist destinations some fresh, interesting ideas on how to serve their customers better as the industry makes a comeback.

"I am keen to run this project on an annual basis, for this sector or perhaps another sector," he said. "I anticipate that everyone will gain something beneficial."

George Brown College remembers Adele Lynn Jacobson

By Cynthia Brouse

On September 26, at age 52, Adele, facing lung cancer for nearly a year, died at her home in Toronto surrounded by her family. Throughout that year, Adele maintained her grace, generosity and her inimitable sense of humour.

Originally from Waterbury, Connecticut, Adele worked for many years as a professional

interpreter for the deaf, with the Canadian Hearing Society in Ottawa. Later, she became manager of Interpreting Services and a professor in the Deaf Education Centre and the Access Centre of Excellence at George Brown College, where for 15 years she forged hundreds of special connections with students from around the globe.

Adele was the beloved daughter of Sally and the late Myer Jacobson of Waterbury and dear sister of Susan Jacobson, of Woodbury, Connecticut. She will also be missed terribly by her cousins across the United States, her co-workers, countless friends and former students, her women's reading group and

the extraordinary residents of Merrill Avenue East, young and old, whom Adele helped bring together and who cared for her and her family until the end.

Family and friends would like to thank Dr. Pauline Abrahams and Dr. Anita Singh of The Hospice Palliative Care Network Project, Ann Duffy of St. Elizabeth Visiting Nurses' Association and June Galbraith of Trinity Home Hospice.

At the request of her family, donations in Adele's name may be made to the following:

The "Adele Jacobson Fund," established in her name through the GBC Foundation. Proceeds from the fund will support students of the Access Centre of Excellence. Donations in Adele's name

should be made payable to the George Brown College Foundation, 200 King Street East, Room 536E, Toronto, ON M5A 3W8. For more information about the bursary, call Foundation Director Margo Sheppard at (416) 415-5000, ext. 2405.

Trinity Home Hospice
25 King Street West, Ste. 1102
Toronto, ON M5L 1G3
Phone: (416) 364-1666
Fax: (416) 364-2231

Temmy Latner Centre for Palliative Care, Mount Sinai Hospital Foundation,
700 University Ave, Ste. 3000
Toronto, ON M5G 1Z5
Phone: (416) 586-8594
Fax: (416) 586-4804
<http://www.tlpcp.org/donations.htm>



Asian cuisine instructor infuses cooking and context with the Chef at Large

Hungry for some delicious dim sum and sweet moon cakes served with a side of ancient Chinese history?

If so, you can get your fill on the Food Network when George Brown College's very own Asian cuisine instructor, Kathleen Chim, celebrates the Chinese Moon Festival with television host Michael Smith on his popular cooking show, *Chef at Large*.

The episode, taped on September 12 and 13 but scheduled to air in March, will feature Chim, a Continuing Education culinary instructor of 15 years, working her moon cake magic with Chef Smith and his production crew.

And if the kitchen they're cooking in looks familiar, it's because Smith dropped in on Chim's Saturday dim sum class to be a student for the day in the George Brown kitchen, making sui mai and moon cakes with his classmates and listening to some Chinese history.

"It was so much fun," said Chim, who told her class about the show only minutes before the crew arrived. "The students were so happy. They were so quiet and co-operative."

Smith often takes his show on the road to visit top

Canadian chefs in their kitchens and works alongside them to create culinary masterpieces. The show wanted to feature a Cantonese chef for the Chinese Moon Festival so a writer went out in search of the perfect co-host, asking the Chinese Cultural Centre in Scarborough to recommend someone, Chim said. Because of her teaching experience at the cultural centre and at George Brown, her passion for Cantonese cuisine and extensive knowledge of Chinese history, her name naturally came up.

On September 12, the day before the dim sum class and official festival celebrations, Chim, a fan of Smith, took him and his crew to a Chinese supermarket and traditional tea shop for supplies and a crash course in Chinese culture.

"Michael learned a lot about Chinese cooking and the history," explained Chim, who strives to teach cooking with context. "He said of all the episodes he had done, he had so much information for this one."

And after a hard day's work, they headed to her daughter's house where Chim hosted an all-out traditional Chinese family dinner with the crew, her children and

her grandchildren.

Chim, who graduated from the Chef School before teaching for the Toronto Board of Education while running her own restaurant, said the whole experience was great not only for herself and her Continuing Education students but also for George Brown College.

"It's good because it gives people an idea of how

our school works," she said. "It gives our school a little something to be proud of."

Chim is also happy for the opportunity to teach viewers about Chinese history and where certain foods and traditions come from.

"When I teach ... it's a history course," Chim said. "I like feeding (students) lots of background."

Around George Brown

National health-care meetings hosted at George Brown College

On Oct. 26, the Faculty of Community Services and Health Sciences hosted the Canadian Association of Allied Health Programs (CAAHP) Annual Board Meeting as well as the follow-up meeting to the National Forum on "Changing Entry-to-Practice Requirements in Allied Health Professions" on Oct. 27.

Members of the CAAHP, ACCC and Canadian Medical Association attended the follow-up meeting to discuss the increase in credentials for health-care professions, human resource planning and other needs of the workplace in the allied health sector.

Cooking competition a hit with the kids

About 100 Toronto and area high school students took over the George Brown kitchens for the third annual *Ready, Set, Cook & Win* competition hosted by the Chef School. For eight hours, they diced, sliced, baked and cooked their way to the finish where a panel of industry judges critiqued their culinary creations.

The winners of the cooking and baking categories took home bursaries to the Chef School, which will come in handy when they begin their education in culinary arts. For full coverage of this event, please go to http://www.gbrownc.on.ca/chefschool/RSCW_2003.html.

George Brown and Niagara College students tour around Toronto

Hospitality Operations Management students at George Brown College and Niagara College shared the city as their classroom on Oct. 29 as part of the unique partnership between the two schools, both situated in vibrant and flourishing tourism industries.

The students hit some of Toronto's hot spots such as the Air Canada Centre, the Royal York Hotel and the Metro Toronto Convention Centre. At each destination, they met with executives who gave them valuable insight into the city's tourism industry. For the full story and photos on this day, please go to <http://www.gbrownc.on.ca/hospitalityandtoursim/news.html>.

George Brown College student makes the ballot

Hoping to restore the streets of his aging neighbourhood, improve the TTC without raising fares and bring new life to City Hall, Michael Binetti, a first-year Hospitality Operations Management student, joined the running for council in his Scarborough Centre ward. The 21-year-old student said he was not expecting to win this election because of his age and inexperience but his community has encouraged him to run again. So look out for Binetti's name on future municipal election ballots.



Kathleen Chim, Continuing Education culinary instructor, compares hands with Chef Michael Smith, during a taping of *Chef at Large* in the George Brown kitchen.

Success in the City

Congratulations are in order for **Pramila Aggarwal**, a professor in the Community Worker program, for her recent **William P. Hubbard Race Relations Award**. This honour, given by the City of Toronto, recognizes the outstanding achievement and commitment of those who have made a difference in the important area of community diversity. Nominations are sent in by local organizations and a special committee selects the recipients of this award, which is named after the first African-Canadian Toronto city councillor. The nominees are those who have contributed significantly to improving race relations as a volunteer and have not yet been honoured for his or her achievements. Aggarwal, a full-time professor of eight years, has been active with issues like workers' rights, immigrant women's work and health. An awards ceremony will be held on **Dec. 10, 2003**, coinciding with International Day for Human Rights. To find out more about this award, please go to http://www.city.toronto.on.ca/civicawards/hubbard_award.htm.

Put your hands together for **John Walker**, Dean of the Faculty of Hospitality and Tourism, who has recently received a **Pinnacle Award for Educator of the Year**. These prestigious awards, presented by Kostuch Publications magazines *Foodservice and Hospitality* and *Hotelier*, are the industry's only national honours. Every year, the magazines collect nominations from the field and add a few names of their own before a judging panel carefully selects the winners based on the following criteria: impact on the industry,

significant innovations and accomplishments and community spirit. Since Walker joined George Brown in 2001, he has brought in new programs such as the Bachelor of Applied Business in Hospitality Operations and the Canadian Institute of Advanced Culinary Arts. He will be presented with the award on **Dec. 9, 2003** at the Fairmont Royal York Hotel. For more information about this award, go to <http://www.foodserviceworld.com>.

Kudos to **George Brown, Toronto City College** which has been voted **Bronze** in the category of **Best Colleges in the Toronto Sun's Readers' Choice Awards**. The Sun asked its readers to ponder a few of their favourite things from fashion to food and entertainment to education in which the College grabbed a top spot. Look out for our name in the special **Best of Toronto** insert to be published in the Sun on **Dec. 4**. Two thumbs up to everyone at George Brown, including administration, staff, faculty, students and partners, for their part in making the College a winner.

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In recognizing that our students aren't the only ones destined for great things, Success in the City, acknowledges and applauds the innovation, intelligence and dedication of College administration, staff and faculty. To submit an item about a person within the College who has been honoured for his or her achievements and community spirit, please send the recipient's name and information about the award to cwong@gbrownc.on.ca.

upcoming events

United Way Raffle

November 20, 25 (begins at noon)

Here is your chance to win some great prizes while donating to a worthy cause. Raffle tickets are \$5 and can be purchased on the above dates in the cafeterias at St. James and Casa Loma campuses. Prizes include a stainless steel microwave, three days off with pay and a cordless telephone. Tickets bought before Nov. 6 will be entered into an Early Bird Draw. Go to <http://132.132.3.1/unitedway/default.asp> for more information.

Student Association's GBC Idol Contest Tryouts

November 20 (6 p.m.)

Come out to the Lounge at St. James campus to watch the GBC Idol tryouts and make a small donation to the United Way. The contest will be held on March 26, 2004.

Chef School Toonie Lunch

November 24

Grab a delicious hot dog and sweets for only a toonie and give to the United Way at the same time! The Chef School will be selling these tasty treats on the above date so be sure to stop by for lunch.

George Brown College Foundation Crystal Apple Awards Ceremony

November 19 (6:30 p.m.)

The George Brown College Foundation is pleased to host the third annual Crystal Apple Awards ceremony where recipients will be recognized for their dedication and hard work. Please contact Cathy Callaghan at ext. 2063 for more information about this event.

Guidance Counsellors' Breakfast

November 21 (8 to 10 a.m.)

High school guidance counsellors are invited to Casa Loma campus for a gourmet breakfast followed by an informative discussion panel regarding what's new at George Brown College.

Name that Intranet...and win!

If you have yet to pass on your great ideas for a new Intranet name, it's not too late. Send your catchy phrases to webmaster@gbrownc.on.ca or drop them off to Rosemarie Caeleon in Communications and Marketing, rm. 542E at St. James Campus by Nov. 29. If you're stuck for ideas, take a look at the newly designed site at <http://132.132.3.1>. And remember, the lucky winner gets a free lunch with three friends or colleagues at Siegfried's!

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